



Effective ways to convey information

~The seriousness of environmental problems~

Okayama Joto high school

First Plan

Theme;What's better way to make the world aware of global climate change?



Group	Movie	Poster in the E- studio	Questionnaire	Poster in the classroom
A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
C	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
D	<input type="radio"/>	<input type="radio"/>		

Progress(1)

Taniguchi Takahisa's lecture meeting



Taking a questionnaire



Consideration

Progress(2)

In questionnaire about Mr.Taniguchi's lecture

“Can I believe
everything he says?”



→ A new hypothesis

How to grab people's interest?

**Aggressive
approach**

>

**Subdued
approach**

Experiment

- Compare aggressive approach with subdued approach
『Which poster is the most memorable for you?』



あなたはそれでも見捨てますか？
—Will you abandon?

A;ask the readers.



あなたがこのホッキョクグマを殺しました。
—You killed this polar bear.

B;aggressive approach.



助けられるのはあなたの気持ちと行動だけ
—Only your feeling and action will be able to help the polar bear.

C;realize the readers action is related



今この瞬間も死んでいます
—In this very moment, the polar bears are dying.

D;speak clearly the situation



みんなでこのホッキョクグマを助けよう！
—Let's save the polar bears!

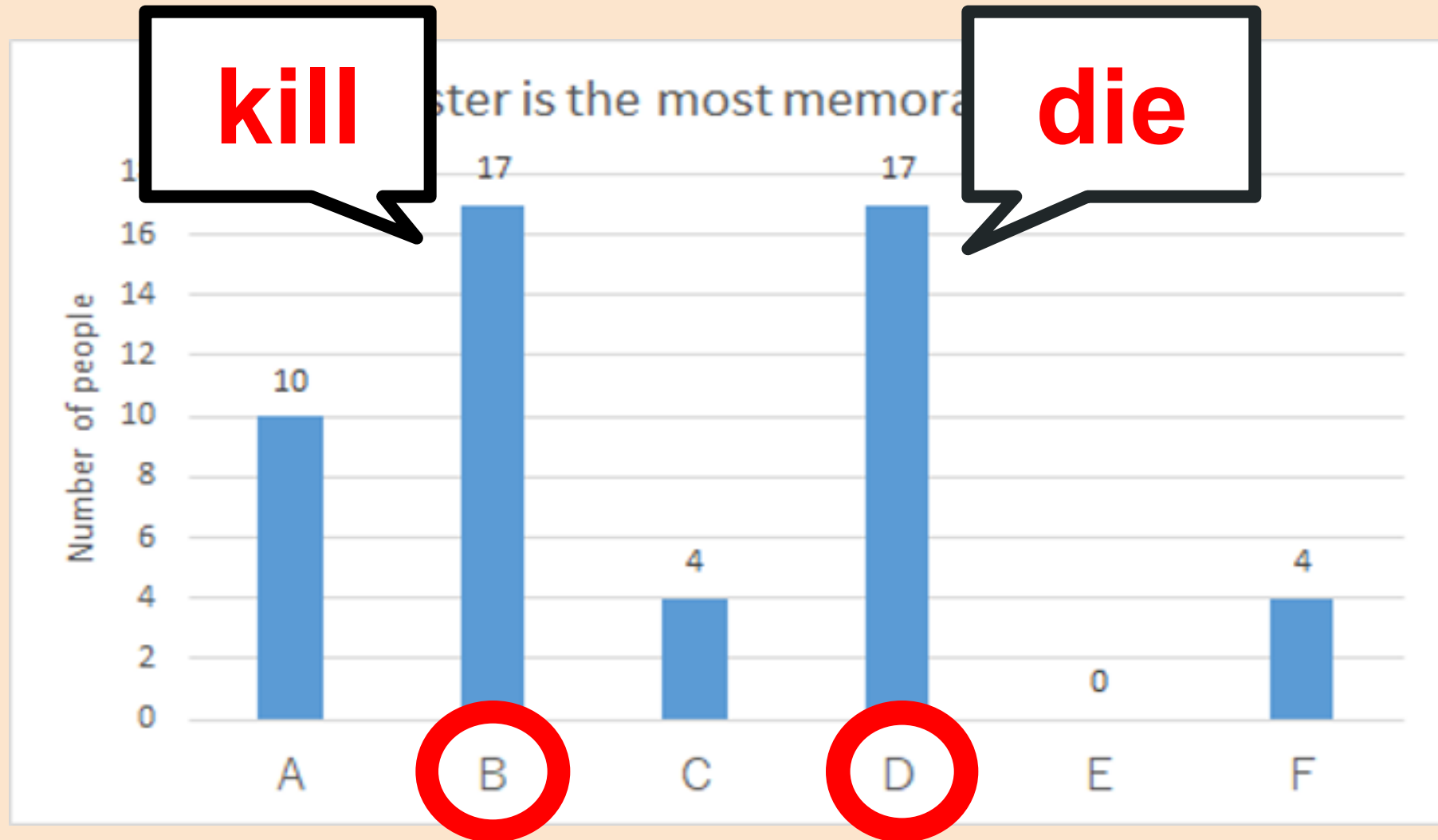
E;subdued approach.



ホッキョクグマ、残りおよそ26,000頭
—About 26,000 polar bears are remaining.

F;use concrete figure.

Result



Experiment

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Future Research

- Find out how to use photos and words effectively
- Find out how to get students to take action to solve environmental issues

